

**TO:**

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W. Jennette	Region Operations Managers
T. M. Coleman	Promotion Coordinators

**FROM:** S. G. Reid

**DATE:** May 11, 1998

**SUBJECT:** July 1998 Allocations - *Revised*

Attached are allocations for the following:

- **July WINSTON \$1.00 Off 2 Packs (Pack Outlets) (DTS Change Only)**
- **July WINSTON T-Shirt - "Retailer Give-Away"**
- **August CAMEL B2G1F (Pack Outlets) (DTS Change Only)**
- **July SALEM 30¢/1 Pack Tear Tape**
- **July WINSTON 30¢/1 Pack (DPC/Low Volume)**
- **Second Half WINSTON Cup POS Kits**
- **Second Half WINSTON Drag POS Kits Update (Redemption Paster added)**
- **July WINSTON CTS 5-Pack Racing Sleeves/Display (New)**
- **July/August WINSTON PDI Allocations (New)**
- **July WINSTON \$1/2 Pack Conversion Buttons (New)**

All revisions are indicated in bold. This packet replaces the April 14, 1998 information.

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Attachments

c: R. E. Cross  
K. J. DeLury  
E. A. Toulon  
L. M. O'Connor

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**July WINSTON \$1.00 Off 2 Packs (DTS July 20, 1998)**  
**Promotion #800750, Item #542810**

	Region	6M Cases				#542810	Offers
		FF Box	Lt Box	Ult. Box	Total 6M	SKUs	
1100	Boston	293	586	293	1,172	8,790	175,800
1200	New York Metro	209	418	209	836	6,270	125,400
1300	Philadelphia	159	318	159	636	4,770	95,400
1600	Buffalo	205	410	205	820	6,150	123,000
1700	Pittsburgh	372	744	372	1,488	11,160	223,200
1800	Cincinnati	418	836	418	1,672	12,540	250,800
	Total NESA	1,656	3,312	1,656	6,624	49,680	993,600
2100	Winston-Salem	485	970	485	1,940	14,550	291,000
2200	Atlanta	344	688	344	1,376	10,320	206,400
2300	Florida	408	816	408	1,632	12,240	244,800
2600	Dallas	253	506	253	1,012	7,590	151,800
2900	Richmond	271	542	271	1,084	8,130	162,600
	Total SSA	1,761	3,522	1,761	7,044	52,830	1,056,600
5100	N. California	205	410	205	820	6,150	123,000
5400	S. California	164	328	164	656	4,920	98,400
5600	Seattle	151	302	151	604	4,530	90,600
5600	Seattle (Montana)			0	0	300	6,000
5800	Houston	309	618	309	1,236	9,270	185,400
	Total WSA	829	1,658	829	3,316	25,170	503,400
6200	Chicago	232	464	232	928	6,960	139,200
6300	Minneapolis	152	304	152	608	4,560	91,200
6300	Minneapolis (Montana)			0	0	45	900
6600	Denver	230	460	230	920	6,900	138,000
6700	Detroit	232	464	232	928	6,960	139,200
6900	St. Louis	230	460	230	920	6,900	138,000
	Total MWSA	1,076	2,152	1,076	4,304	32,325	646,500
	National					5	
	GRAND TOTAL	5,322	10,644	5,322	21,288	160,010	3,200,100
56XX, 63XX offers adjusted due to product issues in the state of Montana.							
58XX offers adjusted due to Circle K Central division refusal.							

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Revised: 5/8/98

**July WINSTON DPC  
Program #801037  
Display # 544565, VPR Sheet #544562**

		Third Quarter		Total # Offers
		#544565 20-Pack Displays	#544562 VPR Sheets (20 per sheet)	
	Region			
1100	Boston	2,215	0	44,300
1200	New York Metro	3,800	0	76,000
1300	Philadelphia	2,790	0	55,800
1600	Buffalo	1,880	1,880	37,600
1700	Pittsburgh	1,845	1,845	36,900
1701	Pittsburgh (Rite Aid)	8,340	0 *	167,400
1800	Cincinnati	800	800	16,000
	Total NESA	21,670	4,525	434,000
2100	Winston-Salem	700	700	14,000
2200	Atlanta	2,200	2,200	44,000
2300	Florida	1,500	1,500	30,000
2300	Florida (Eckerd's)	1,980	0 **	39,600
2600	Dallas	2,055	2,055	41,100
2900	Richmond	1,565	1,565	31,300
	Total SSA	10,000	8,020	200,000
5100	N. California	0	0	0
5400	S. California	3,310	0	66,200
5600	Seattle	0	0	0
5800	Houston	720	720	14,400
	Total WSA	4,030	720	80,600
6200	Chicago	800	800	16,000
6300	Minneapolis	770	770	15,400
6600	Denver	600	600	12,000
6700	Detroit	1,700	1,700	34,000
6900	St. Louis	1,200	1,200	24,000
	Total MWSA	5,070	5,070	101,400
	Home Office			
	GRAND TOTAL	40,770	18,335	816,000
* Rite Aid 279 cases of each style scannable VPR product - Promotion #801062				
** Eckerd's 66 cases of each style scannable VPR product - Promotion #801062				

sgr030/ccd  
5/8/98

5800 45819

**July WINSTON T-Shirt Give-Away Program**  
**Promotion #801212, Item #545153**

	Region	Outlets	SKUs	Offers
1100	Boston	2,540	505	5,048
<b>1200</b>	<b>New York Metr</b>	<b>4,433</b>	<b>881</b>	<b>8,810</b>
1300	Philadelphia	2,122	422	4,217
1600	Buffalo	1,993	396	3,961
1700	Pittsburgh	2,203	438	4,378
1800	Cincinnati	2,243	446	4,458
	<b>Total NESA</b>	<b>15,534</b>	<b>3,087</b>	<b>30,873</b>
2100	Winston-Salem	2,518	500	5,004
2200	Atlanta	2,822	561	5,609
2300	Florida	2,883	573	5,730
2600	Dallas	2,789	554	5,543
2900	Richmond	2,235	444	4,442
	<b>Total SSA</b>	<b>13,247</b>	<b>2,633</b>	<b>26,328</b>
5100	N. California	2,597	516	5,161
5400	S. California	2,321	461	4,613
5600	Seattle	2,288	455	4,547
5800	Houston	2,610	519	5,187
	<b>Total WSA</b>	<b>9,816</b>	<b>1,951</b>	<b>19,509</b>
6200	Chicago	2,317	460	4,605
6300	Minneapolis	1,732	344	3,442
6600	Denver	2,402	477	4,774
6700	Detroit	3,113	619	6,187
6900	St. Louis	2,154	428	4,281
	<b>Total MWSA</b>	<b>11,718</b>	<b>2,329</b>	<b>23,289</b>
	<b>GRAND TOTAL</b>	<b>50,315</b>	<b>10,000</b>	<b>100,000</b>
Allocations based on independent pack partners + CTS partners.				

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5/8/98

**August CAMEL B2G1F (DTS August 3, 1998)**  
**Promotion #800594, Item #542405**

Region #	Region	6M Cases		Total Cases	#542405 SKUs	Total Offers
		CAMEL Light Box Cases	CAMEL Filter Box Cases			
1100	BOSTON	783	588	1,371	5,876	123,390
1200	NY METRO	710	532	1,242	5,323	111,780
1300	PHILADELPHIA	601	451	1,052	4,509	94,680
1600	BUFFALO	1,069	802	1,871	8,019	168,390
1700	PITTSBURGH	1,517	1,138	2,655	11,379	238,950
1800	CINCINNATI	1,891	1,415	3,306	14,169	297,540
	Total NESA	6,571	4,926	11,497	49,273	1,034,730
2100	WINSTON-SALEM	1,216	912	2,128	9,120	191,520
2200	ATLANTA	1,073	805	1,878	8,049	169,020
2300	FLORIDA	1,400	1,050	2,450	10,500	220,500
2600	DALLAS	916	687	1,603	6,870	144,270
2900	RICHMOND	938	704	1,642	7,037	147,780
	Total SSA	5,543	4,158	9,701	41,576	873,090
5100	N. CALIFORNIA	1,518	1,139	2,657	11,387	239,130
5400	S. CALIFORNIA	802	601	1,403	6,013	126,270
5600	SEATTLE	1,808	1,356	3,164	13,560	284,760
5800	HOUSTON	1,251	938	2,189	9,381	197,010
	Total WSA	5,379	4,034	9,413	40,341	847,170
6200	CHICAGO	1,251	938	2,189	9,381	197,010
6300	MINNEAPOLIS	1,355	1,016	2,371	10,161	213,390
6600	DENVER	1,769	1,327	3,096	13,269	278,640
6700	DETROIT	1,079	810	1,889	8,096	170,010
6900	ST. LOUIS	865	649	1,514	6,489	136,260
	Total MWSA	6,319	4,740	11,059	47,396	985,310
	GRAND TOTAL	23,812	17,858	41,670	178,586	3,750,300
NOTE: 21 offers per SKU (each contains 3 pre-sleeve B2G1F offers and 1 live pack).						
Each 6M case contains 90 pre-sleeved offers and 30 live packs.						

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 Revised: 5/8/98

**WINSTON**  
**\$1.00 Off 2 Pack Buttons**  
**Item #545684**

	Region	# of Reps	SKUs	Offers
1100	Boston	98	400	6,000
<b>1200</b>	<b>New York Metr</b>	<b>105</b>	<b>429</b>	<b>6,435</b>
1300	Philadelphia	100	408	6,120
1600	Buffalo	81	331	4,965
1700	Pittsburgh	98	400	6,000
1800	Cincinnati	107	437	6,555
	<b>Total NESAs</b>	<b>589</b>	<b>2,405</b>	<b>36,075</b>
2100	Winston-Salem	106	433	6,495
2200	Atlanta	102	417	6,255
2300	Florida	103	421	6,315
2600	Dallas	109	445	6,675
2900	Richmond	98	400	6,000
	<b>Total SSA</b>	<b>518</b>	<b>2,116</b>	<b>31,740</b>
5100	N. California	86	351	5,265
5400	S. California	92	376	5,640
5600	Seattle	87	355	5,325
5800	Houston	119	486	7,290
	<b>Total WSA</b>	<b>384</b>	<b>1,568</b>	<b>23,520</b>
6200	Chicago	90	367	5,505
6300	Minneapolis	83	339	5,085
6600	Denver	104	425	6,375
6700	Detroit	103	421	6,315
6900	St. Louis	88	359	5,385
	<b>Total MWSA</b>	<b>468</b>	<b>1,911</b>	<b>28,665</b>
	<b>GRAND TOTAL</b>	<b>1,959</b>	<b>8,000</b>	<b>120,000</b>

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**NEW: 5/8/98**

# WINSTON July/August PDI Allocations

		SKU Packing	50	50	1	1	1
Region		Partner Pack & CTS Outlets	545324 Stick to Stick Wobbler	545330 No Additives Wobbler	537323 Changemat	545345 9x3 Banner w/prlcing	545351 4x2 Banner
1100	Boston	4,449	62	62	2,888	1,100	1,250
1200	New York Metro	5,350	74	74	3,473	700	1,500
1300	Philadelphia	4,049	56	56	2,628	1,226	939
1600	Buffalo	4,584	64	64	2,976	1,400	1,063
1700	Pittsburgh	5,115	71	71	3,321	1,424	1,186
1800	Cincinnati	5,591	78	78	3,630	1,556	1,296
	Total NESA	29,138	405	405	18,916	7,406	7,234
2100	Winston-Salem	6,188	86	86	4,017	1,822	1,200
2200	Atlanta	6,208	86	86	4,030	1,727	1,439
2300	Florida	6,770	94	94	4,395	1,884	1,570
2600	Dallas	6,120	85	85	3,973	1,703	1,419
2900	Richmond	5,630	79	79	3,655	1,566	1,205
	Total SSA	30,916	430	430	20,070	8,702	6,833
5100	N. California	5,105	71	71	3,314	1,420	1,184
5400	S. California	4,583	64	64	2,975	1,375	1,063
5600	Seattle	4,377	61	61	2,841	1,368	1,015
5800	Houston	7,538	105	105	4,894	2,097	1,603
	Total WSA	21,603	301	301	14,024	6,260	4,865
6200	Chicago	5,462	76	76	3,546	1,520	1,266
6300	Minneapolis	4,181	58	58	2,714	1,363	969
6600	Denver	6,404	89	89	4,157	1,782	1,485
6700	Detroit	5,430	76	76	3,525	1,510	1,259
6900	St. Louis	4,696	65	65	3,049	1,457	1,089
	Total MWSA	26,173	364	364	16,991	7,632	6,068
	GRAND TOTAL	107,830	1,500	1,500	70,000	30,000	25,000
Allocations available for viewing/ordering on 5/6/98							
Items will not be available for shipment until 6/15/98							

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NEW: 5/8/98

# WINSTON July/August PDI Allocations

		SKU Packing	5	4 to a kit	2	1	1
Region		Partner Pack & CTS Outlets	545423 Winston Multi- Style Small Display	545342 Universal Corex Price Sign	538685 Corex "No Bull" Disc	534140 Curb Mount Sleeve	534134 Ground Mount Sleeve
1100	Boston	4,449	413	413	295		
1200	New York Metro	5,350	496	496	355		
1300	Philadelphia	4,049	375	375	269		
1600	Buffalo	4,584	425	425	304	Both of these items will not be allocated	
1700	Pittsburgh	5,115	474	474	340		
1800	Cincinnati	5,591	519	519	371		
	Total NESA	29,138	2,702	2,702	1,934		
2100	Winston-Salem	6,188	574	574	411	Please order as needed in reasonable quantities.	
2200	Atlanta	6,208	576	576	412		
2300	Florida	6,770	628	628	449		
2600	Dallas	6,120	566	568	406		
2900	Richmond	5,630	522	522	374	Keeping in mind the quantity available at National	
	Total SSA	30,916	2,866	2,868	2,052		
5100	N. California	5,105	473	473	339		
5400	S. California	4,583	425	425	304		
5600	Seattle	4,377	406	406	291		
5800	Houston	7,538	699	697	500		
	Total WSA	21,603	2,003	2,001	1,434		
6200	Chicago	5,462	507	507	363		
6300	Minneapolis	4,181	388	388	278		
6600	Denver	6,404	594	594	425		
6700	Detroit	5,430	504	504	361		
6900	St. Louis	4,696	436	436	312		
	Total MWSA	26,173	2,429	2,429	1,739		
	GRAND TOTAL	107,830	10,000	10,000	7,159	2,500	5,000
Allocations available for viewing/ordering on 5/6/98							
Items will not be available for shipment until 6/15/98							

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NEW: 5/8/98



**July WINSTON CTS 5-Pack Racing Promotion #801269**

	<b>Region</b>	<b>Outlets</b>	<b>SKUs Sleeves 545303</b>	<b>SKUs 90 Ctn FB 545315</b>	<b>Offers</b>
1100	Boston	67	67	67	6,030
<b>1200</b>	<b>New York Metr</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>1,980</b>
1300	Philadelphia	101	101	101	9,090
1600	Buffalo	289	289	289	26,010
1700	Pittsburgh	210	210	210	18,900
1800	Cincinnati	262	262	262	23,580
	<b>Total NESAs</b>	<b>951</b>	<b>951</b>	<b>951</b>	<b>85,590</b>
2100	Winston-Salem	250	250	250	22,500
2200	Atlanta	180	180	180	16,200
2300	Florida	250	250	250	22,500
2600	Dallas	410	410	410	36,900
2900	Richmond	254	254	254	22,860
	<b>Total SSA</b>	<b>1,344</b>	<b>1,344</b>	<b>1,344</b>	<b>120,960</b>
5100	N. California	125	125	125	11,250
5400	S. California	150	150	150	13,500
5600	Seattle	235	235	235	21,150
5800	Houston	190	190	190	17,100
	<b>Total WSA</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>63,000</b>
6200	Chicago	300	300	300	27,000
6300	Minneapolis	375	375	375	33,750
6600	Denver	600	600	600	54,000
6700	Detroit	250	250	250	22,500
6900	St. Louis	480	480	480	43,200
	<b>Total MWSA</b>	<b>2,005</b>	<b>2,005</b>	<b>2,005</b>	<b>180,450</b>
	<b>GRAND TOTAL</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>450,000</b>

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NEW: 5/8/98